

### **REMARKS/ARGUMENTS**

Reconsideration of this application is requested. Claims 18, 19, 21, 24, 25, 27-30, 32, 35, 36, 38-40, 42 and 43 will be pending in the application subsequent to entry of this Amendment.

Each of the independent claims has been amended in order to more particularly point out and distinctly claim that which applicants regard as their invention and in particular to specify the nature of the extruded product as being a semi-solid as disclosed on page 4, next to last line of the description. Accordingly, claims 18, 29, 42 and 43 (all of the independent claims) have been amended to specify that the extruded product is a semi-solid. The significance of this change will be apparent from the remarks that follow. Basis for this amendment is as indicated above.

Various responses, amendments, etc. during prior examination have focused on various aspects of the prior art. This response will focus on US 4,994,264 to Verdon et al and in particular the passage at column 4, lines 28-36, namely the extrusion of the slurry/paste prepared in the previous paragraph of this reference.

In Verdon, the paste extruded is almost liquid (wet) and the paste is extruded in an almost liquid form in a moulding device. The paste is compressed in the moulding device – to favor the loss of water and, after the compression, the composition is dried in an oven. *See* column 4, lines 29-36.

In the present application the paste extruded is semi-solid (damp) and after extrusion has a shape conferred to it by the shape of the extruding head (*see* page 4, lines 25-28). The semi solid paste is extruded directly in the air, sized, and placed on inert material sheets before placing it for drying in the oven.

The fact of extruding the paste in a semi solid state, as clearly reflected in the above-amended claims, directly in the air, gives the following advantages:

- possibility of easily handling the cosmetic mix after the extrusion,
  - there is no need to use multiple moulds and the process can be continuous in quick production cycles
  - a mould is not needed so there is no need to clean used moulds before re-use
- the shape of the extruded product can be varied easily by changing the extruding head.

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For the above reasons it will be apparent that the claims as above amended define subject matter that is patentably distinct from the disclosures of the applied reference. Reconsideration and allowance of all claims is requested. Should the examiner require further information, please contact the undersigned.

The Commissioner is hereby authorized to charge any deficiency, or credit any overpayment, in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 14-1140.

Respectfully submitted,

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